



Accountability Report 2022–23

Communications Nova Scotia



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Accountability Statement

The Accountability Report of Communications Nova Scotia (CNS) for the year ended March 31, 2023, is prepared pursuant to the *Finance Act* and government policies and guidelines. The reporting of CNS' outcomes necessarily include estimates, judgments, and opinions by CNS management.

We acknowledge that this Accountability Report is the responsibility of CNS management. The report is, to the extent possible, a complete and accurate representation of outcomes relative to the goals and priorities set out in the CNS 2022-23 Business Plan.

Original Approved by

Hon. Brian Comer

Minister, Communications Nova Scotia

Original Approved by

Tina Thibeau

Acting Associate Deputy Minister, Communications Nova Scotia

Measuring Performance

As a central agency, CNS supports corporate and departmental priorities by developing and delivering on strategic communications and marketing plans that help ensure Nova Scotians are aware of government priorities and the resulting programs and services and how to access them.

In 2022-23, CNS focused on work underway within government priorities, including healthcare; mental health supports and services; housing; the economy, including immigration and population growth; the workforce; education; and the environment.

Support for Government Priorities

2022-23 Highlights:

Healthcare:

- *Action for Health*
 - [News Release](#)
 - Launched [Action for Health brand and reporting website](#) and updated it quarterly with new information
 - Produced videos, sharing stories of healthcare system changes from the perspectives of healthcare workers
 - Developed regional and provincial micro-campaigns to amplify and echo healthcare announcements including mobile primary care, recruitment and retention incentives, virtual care and support for graduating nurses and paramedic students. Mediums included radio, print, online, paid and organic social media and streaming audio.
 - Results:
 - Research:
 - 7-in-10 Nova Scotians recall seeing or hearing information about government taking action on healthcare in the last year
 - 61% of Nova Scotians are confident that the government of Nova Scotia will do whatever it takes to recruit more healthcare professionals
 - Visits to the website (April 1, 2022 – March 31, 2023)
 - 66,842 pageviews (53,181 unique)
 - 2:37 – average time on page
 - 1.99 pages/session

- Organic Videos
 - 10 videos – 9668 views across all videos
 - Content included continuing care assistants, emergency room nurse, community pharmacy primary clinics, One Person One Record, waiting room care providers, mobile primary care clinics
- *Community Healthcare Conversations*
 - [News Release](#)
 - Managed the communications strategy, media relations and advertising for the sessions, which included online, social media, radio and newspaper ads
 - 20 sessions were held in communities across the province, from Yarmouth to Glace Bay, Liverpool to Springhill
 - More than 1,000 Nova Scotians attended
 - Hundreds of questions were submitted and responded to
 - Video from each session was [posted online](#) with a total of 11,192 views across all videos
- *Recruitment of Continuing Care Assistants*
 - News releases:
 - [More Workers in Long-Term Care, Continuing Care Assistant Registry Open](#)
 - [Better Wages for Continuing Care Assistants](#)
 - Launched an online video
 - Mediums used: YouTube
 - Results (Paid CCA video):
 - Impressions Served: 32,322
 - Views: 5,024
 - Clicks to Website: 20
 - View Rate: 15.54%
- *Mental Health Supports and Services*
 - [News Release](#) (one of several)
 - Developed broad awareness campaign for the various new ways to get care and inform Nova Scotians of a new webpage containing information on the supports available for mental health, addiction and well-being for children, youth and adults.
 - [New mental health and wellbeing webpage](#)

- Mediums used: radio, online, social media and search engine marketing (SEM)
- Results:
 - Digital Impressions Served: 3,020,787
 - Clicks to website achieved through digital campaign: 2,531

Housing

- *Housing Survey Campaign*
 - [News Release](#)
 - Launched campaign focused on raising awareness of the survey and encouraging Nova Scotians to visit a website or call a 1-800 number to complete it.
 - Mediums used: radio, social and digital screens at Access Nova Scotia centres
 - Results:
 - Digital Impressions Served: 691,299
 - Clicks to Website: 11,262

The Economy

- *More Opportunity for Skilled Trades (MOST)*
 - News Releases:
 - [New Program to Help Attract and Retain Young Skilled Workers](#)
 - [Program Expands to Attract and Retain Young, Skilled Film and Video Workers](#)
 - Announced additional details about the More Opportunity for Skilled Trades (MOST) Program to generate media interest and coverage, build awareness of MOST and encourage participation
 - Held two press events with relevant stakeholder groups, developed fact sheet, managed media relations, shared photos on social media across government platforms
 - Incorporated MOST into Labour, Skills and Immigration's 'Live in Nova Scotia' campaign, targeted skilled trades workers in Ontario and Alberta
 - Results:
 - Organic Social:
 - 148,988 impressions
 - 13,545 engagements

Education

- *Early Childhood Educator (ECE) Recruitment and Wage Increase*
 - [News Release](#)
 - Launched marketing campaign focusing on recognizing and celebrating the important role that ECEs play in child development, educating parents about the impact ECEs make, and encouraging individuals to consider this career path
 - Directed people to [a website](#) for more information about the higher wages and additional benefits
 - Mediums used: digital audio, social, out-of-home and SEM
 - Results:
 - Organic Social Media:
 - Digital Impressions Served: 4,459,425
 - Clicks to the Website: 6,845

Environment

- *Our Climate, Our Future: Nova Scotia's Climate Change Plan for Clean Growth*
 - [News Release](#)
 - Objectives were to: demonstrate that government is taking action to address the climate crisis and transition Nova Scotia to a cleaner, more inclusive and sustainable economy; raise awareness about the link between the impacts of climate change and Nova Scotians' stated priorities (health care, inflation, housing, economy), and all that they value in their daily lives; demonstrate to Nova Scotians that government is a leader in responding to the climate crisis; and demonstrate to Nova Scotians that responding to the climate crisis also brings social and economic opportunities
 - A technical briefing and news conference were held; managed media relations; developed backgrounder, social media posts and web updates
 - Results:
 - Research:
 - high proportions of Nova Scotians believe that "climate change is impacting the world around them" and "urgent action is needed to address climate change"
 - 6-in-10 Nova Scotians strongly endorsed those statements (i.e. rating those statements as 8/10 or more on an agreement scale)
 - Organic Social Media:
 - 47,365 impressions
 - 1,222 engagements

Accessible & Inclusive Communications

CNS focused on its continued efforts to remove barriers to government communications through internal capacity building and increasing public awareness.

2022-23 Highlights:

- *Access Includes Everyone Marketing Campaign*
 - Campaign objectives were to highlight the barriers that exist for people who are deaf or hard of hearing, neurodivergent, or who have a disability; build awareness about the human rights of people with disabilities; provide information about government's commitment and progress toward accessibility; and build greater awareness of opportunities that come with inclusion of people with disabilities.
 - Mediums used television, social, YouTube, online and SEM
 - Results:
 - Impressions served: 7,217,191
 - Clicks to website: 39,090
 - Research:
 - 1-in-10 Nova Scotians (14%) recalls seeing or hearing government's accessibility campaign
 - Those who recalled the campaign say it made them "aware that access includes everyone" (85% of those who recall the campaign) and "aware that everyone benefits when people with disabilities are included in all aspects of everyday life" (87%)

- *Building Capacity*
 - Developed a resource for French translation services suppliers. This resource focuses on creating consistent terminology, punctuation and acronyms, along with advice on making French copy more gender-neutral and inclusive.
 - Provided internal training opportunities on accessible design
 - An example of training conducted centered around the perception of colour and redundant coding. This training and the tools derived from it provide a lens of how colors, symbols and patterns can be used in the most accessible way possible. The team also began training on the use of alt text.
 - Staff delivered a session for the Canadian Public Relations Society (CPRS) of Nova Scotia, focused on accessibility in government communications

- CPRS-NS members include public relations, communications, and public affairs professionals and students in Nova Scotia
 - Topics included an overview of government's efforts on accessible communications, American Sign Language and CART use, accessible social media tips and accessible design
- CNS continues to work with the Public Service Commission and other partners on attracting diverse talent, with the goal of better representing the province and its people

Financial Results

	2022-2023 Estimate	2022-2023 Actuals	2022-2023 Variance
Program & Service Area	<i>(\$thousands)</i>		
Departmental Expenses:			
Office of the Associate Deputy Minister	923	1,164	241
Client Services	772	974	202
Communications Planning	2,090	1,408	(682)
Communications Services	839	914	75
Marketing	2,156	2,019	(137)
Total: Departmental Expenses	6,780	6,479	(301)
Additional Information:			
Ordinary Revenue	0	0	0
Fees and Other Charges	0	0	0
Ordinary Recoveries	0	36	36
Total: Revenue, Fees and Recoveries	0	36	36
TCA Purchase Requirements	0	0	0
Provincial Funded Staff (FTEs)	87	85.7	(1.3)
Departmental Expenses Variance Explanation:			
Actual expenses were \$301 thousand lower than Estimate primarily due to operating savings.			
Revenue, Fees, and Recoveries Variance Explanation:			
Actual recoveries were \$36 thousand higher than Estimate primarily due to external secondment with the Mass Casualty Commission.			
Provincial Funded Staff (FTEs) Variance Explanation:			
FTE variance due to staff vacancies.			

Public Interest and Wrongdoing Act

Annual Report under Section 18 of the *Public Interest Disclosure of Wrongdoing Act*

The *Public Interest Disclosure of Wrongdoing Act* was proclaimed into law on December 20, 2011.

The Act provides for government employees to be able to come forward if they reasonably believe that a wrongdoing has been committed or is about to be committed and they are acting in good faith.

The Act also protects employees who do disclose from reprisals, by enabling them to lay a complaint of reprisal with the Labor Board.

A wrongdoing for the purposes of the Act is:

- a) a contravention of provincial or federal laws or regulations;
- b) a misuse or gross mismanagement of public funds or assets;
- c) an act or omission that creates an imminent risk of a substantial and specific danger to the life, health or safety of persons or the environment;
or,
- d) directing or counselling someone to commit a wrongdoing.

Please use the following format to satisfy the disclosure obligation:

The following is a summary of disclosures received by CNS:

Information Required under Section 18 of the Act	Fiscal Year 2022-2023
The number of disclosures received	0
The number of findings of wrongdoing	0
Details of each wrongdoing (Insert separate row for each wrongdoing)	N/A
Recommendations and actions taken on each wrongdoing. (Insert separate row for each wrongdoing)	N/A